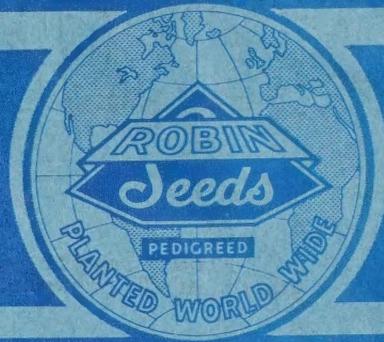


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# Varietal Data



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## THE HALES BEST CANTALOUPES TYPES

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We give no warranty, express or implied, as to the productiveness of any seeds or bulbs we sell and we will not be in any way responsible for the crop. Our liability in all instances is limited to the purchase price of the seed.

It was way back when ---

Mr. I. D. Hale, a large cantaloupe shipper near Brawley, California, saved the seed from a "rogue", or sport, he discovered in a field of POLLOCK 10-25.

That was the birth of HALES BEST, from which many of our more important types of shipping cantaloupes have been developed. Mr. Hale planted the seed from his "rogue", became more favorably impressed, and sent the seed to Rocky Ford, Colorado where intensive reproduction and selection work was commenced, with the eventual development of a "fixed" ---

HALES BEST CANTALOUPES: The ancestor of so many present day types, by its own rights, it was a splendid melon. Slightly oblong, medium ribs, and well netted, it has an unusually strong rind enabling it to be successfully shipped thousands of miles. With unusual plant vigor, it produced a melon of fine flavored, soft textured, deep salmon colored flesh, which quickly became a favorite.

HALES BEST NO. 36: An obvious development filling the need of the home gardener and local shipper, its brilliant orange flesh is fine flavored. Prolific, it is almost round, heavily netted and ribbing almost completely removed. Also adaptable to medium distance shipping.

HALES BEST NO. 936: Next on the scene, it is very similar to NO. 36, but satisfies the need for a slightly larger strain.

TRIUMPH JUMBO HALES BEST: A specialized development to satisfy the needs of the restauraunt and hotel trade, its fruits are semi-oblong, ribbing is medium prominent and it is heavily netted. Salmon-orange flesh is thick, fine textured and extremely tasty. (Not a shipping type.)

And then, MILDEW, a deadly killer, struck in the Imperial Valley, California where thousands of acres were annually planted to HALES BEST. Dr. Ivan Jaeger, of the United States Department of Agriculture, went to work on the problem and eventually, he very successfully crossed HALES BEST with an inedible (but mildew resistant) variety imported from India. Thus ---

IMPERIAL NO. 45 entered the picture and, in our opinion, is the most remarkable type ever developed by a seed breeder. Still the largest selling variety for long distance shipping, it can ripen to "full slip" in the field, be shipped thousands of miles and arrive on the market stands in excellent, firm, and tasty condition.

However, new types of mildew became a problem and in certain areas it has been necessary to switch to these three new developments ---

IMPERIAL NO. 5, IMPERIAL NO. 6, and IMPERIAL NO. 7, which are all based on and similar to NO. 45, with the important difference that they are resistant to new mildew types to which their parent is susceptible.

IMPERIAL NO. 4-50, another splendid type based on NO. 45, is very similar but has been developed to supply certain categories of trade which demand a slightly larger type melon.

While Dr. Jaeger approached the MILDEW problem from the angle of breeding resistance into HALES BEST, others had different ideas. Commonly known was the fact that Sulphur



would effectively combat mildew -- but sulphur also killed cantaloupe vines. "Well then", they reasoned, "why not develop a cantaloupe resistant to sulphur?". This, they managed to do, with the result that a new variety entitled ---

V-1, is now under production. Similar to IMPERIAL NO. 5, but not resistant to mildew. However can be successfully sulphured, so that control of mildew is relatively assured.

Thus, you see, from an obscure beginning, one man's vision and foresight in "spotting a rogue", coupled with the work of men of science, HALE'S BEST and IMPERIAL types now occupy perhaps the most important positions in the Cantaloupe World.

We have discussed a bit of the background of the widely used HALE'S BEST CANTALOUPE TYPES, in the belief that *informed salesmen*, who know a little of the history of the commodities *you're listing*, can be of better and more intelligent service to your customers. More such discussions, and of course, new varietal developments will be discussed in subsequent bulletins.

In the meantime, help *your salesmen* become *informed salesmen*. We'll be pleased to mail additional copies for their briefcases -- no charge or obligation.

Available for immediate shipment, from our Rocky Ford, Colorado plant, are all of the varieties discussed. Your customers will like our strains, for we've developed them with a keen knowledge of *just what the market requires!*

Yours very truly,

LAWRENCE ROBINSON & SONS

RESEARCH DEPARTMENT

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